



香港城市大學
City University of Hong Kong

Mobile-based Learning Discovery Curriculum

Project Number: 6000420

Principal Investigator: Dr Yu TONG

Grant Type: TSG

Abstract:

In this project, we aim to introduce mobile technologies into a GE course – Personal and Firm Profiling in the Digital Society, which explains key concepts, frameworks and processes by which digital platform reshapes personal interactions and firm branding. In line with the theme of the course, we plan to design a series of interactive exercises by utilizing the mobile applications to explore effective ways of firm branding and group collaboration. In this way, the students will be able to assimilate the knowledge in a vivid and favorite manner.